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Subject: TMD Neighborhood Video Initiative
Date: Thursday, July 30, 2015 10:38:00 AM
Attachments: [Neighborhood Roll Out Schedule - Final 7-30-15.docx](#)

Neighborhood Stakeholders.....

As promised earlier, I have attached the roll-out schedule for the TMD Hotel & Neighborhood video initiative that has been funded by the Tourism Marketing District (TMD) and produced in collaboration with the Los Angeles Tourism and Convention Board (LATCB).

To roll out the nearly 80 hotel videos and 35 neighborhood videos that are now available on LATCB's website, we will conduct a consumer roll-out via our social media channels whereby the five regions – the Valley, Downtown, Hollywood, LAX/Beach Cities and Westside – will be featured for one week each beginning August 10. During this time period, our team will deliver compelling and engaging content about the unique neighborhoods nestled within each region, highlighting hotels, local businesses and more. Please see attached editorial calendar.

We are sharing the attached editorial calendar in case you wish to also promote through your social channels over the time we are featuring your neighborhood.

I would also like to introduce you to Catherine Stacks, Manager, Social Media who will be the point person. Should you have any questions, please do not hesitate to reach out to Catherine at 213 236 2399 or myself at 213 280 6800. As a reminder, to view the neighborhoods, go to <http://neighborhoods.discoverlosangeles.com>

We welcome your feedback and look forward to working with you to continue driving demand for hotels within the many neighborhoods of Los Angeles.

Patti

Patti MacJennett
Senior Vice President, Business Affairs



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And please consider the environment